

62

22

SCHAAN'S IRIS GARDENS

1957

H. F. SCHAAN
7409 Parkwood Drive
ST. LOUIS 16, MISSOURI

SCHAAN'S IRIS GARDENS

7409 PARKWOOD DRIVE

ST. LOUIS 16, MO.

FL. 1-6415

MY GARDENS LOCATED AT

7409 PARKWOOD DRIVE

7112 ARSENAL STREET

YOU ARE CORDIALLY INVITED to visit our Gardens where over 600 varieties of named Iris are growing. Our peak bloom is usually during the second week of May.

We will be happy to assist you in making your selection, or to answer any questions. Please feel free to write us.

Our Iris are replanted each year—assuring you of healthy, husky rhizomes from one year plants.

We wish to take this opportunity to thank you for your orders which have helped our "Garden to Grow!" We hope your garden will display great beauty this season, and that each new variety will meet with your expectations—

Member of the St. Louis Iris Society

Member of the American Iris Society

Dear Friends:

At this time we are introducing three Iris for the hybridizer, Mr. Joe Becherer. As you know, Mr. Joe Becherer is already well recognized for several Iris, one of his latest, Snow Goddess, winning a H. M. in 1956. A true credit to this great hybridizer.

MR. H. F. SCHAAN

1957 INTRODUCTIONS

CASTLEWOOD—(Becherer '57) M. 36". (Sporting News x Zulu). There are many blacks and blue blacks advertised today. But to my estimation this is the smoothest variety to have been seen so far, not a mark of any kind on its make-up—even the beard is blue. Easy to grow and a fast increaser. **Net**.....\$15.00

LOTOWANA—(Becherer '57) M. L. 38". (Distance x Sporting News). A large flower of smokey blue with a distinct dark, almost black spot the size of a half dollar on the falls. Easy to grow and useful as a breeder both ways. Very attractive. **Net**.....\$15.00

ZULU—(Becherer '57) M. 36". (Sporting News x Pink Seedling). The pink seedling is from Spindrift x Fantasy, this Iris has a red under-cast and is red black. Zulu is a very good breeder for deep black. There never was a better black breed than Castlewood, out of Zulu x Sporting News. Lots of pollen, also good podperent. You will not be disappointed in any of the 3 Iris mentioned in this article.
Net\$10.00

GENERAL LIST OF TALL BEARDED IRIS

The letters following the introducer's name indicate season of bloom:
E, early; EM, early midseason; M, midseason; ML, midseason late.

KEY TO CATALOG

STANDARDS: Upright petals.

FALLS: Lower petals.

AMOENA: White standards, colored falls.

VARIEGATA: Yellow standards, dark falls.

PLICATA: Color stripped on white or yellow ground.

BLEND: Combination of two or more colors.

BI-COLOR: Flowers of two colors.

H. C.: High Commendation.

H. M.: Honorable Mention.

A. M.: Award of Merit.

D. M.: Dykes Medal.

ADMIRATION—(K. Smith '46) M. L. Everyone admires this impressive clear yellow**\$0.65**

ALI BABA—(D. Lyon '52) M. L. Huge garnet-brown. Extremely fragrant.....**\$3.00**

ALLINE ROGERS—(Kleinsorge '50) E. M. Huge tan blend, H. M. '51.....**\$1.00**

AMANDINE—(G. Douglas '46) M. L. Wide full cream. A. M. and President Cup '48**\$0.65**

AMBER GEM—(Salbach '46) E. M. Huge chestnut and gold blend. H. M. '47.....**\$0.65**

AMULET—(Henry Sass '53) E. M. L. A much larger and brighter edition of Rainbow Room**\$1.50**

APEX—(Tompkins '47) M. L. Will prove of remarkable worth in breeding for reds**\$0.65**

ARGUS PHEASANT—(DeForest '48) M. Large brilliant golden brown. A. M. '50, Dykes Medal '52.....**\$1.00**

AZURE LAKE—(Muhlestein '52) E. M. Finest blue, has the most heavy ruffling of any blue Iris I know. H. M. '54.....**\$2.50**

BALLERINA—(D. Hall '51) M. Beautifully wide, fully-fashioned light pink. A. M. '53**\$1.50**

BALLET DANCER—(Kleinsorge '49) E. M. Apricot-tan. Falls Flare Horizontally. A. M. '52.....**\$1.00**

BELLE MEADE—(J. Wills '52) M. Sturdy, heavy substance, really blue-marked plicata. H. M. '52.....**\$6.00**

BLACK BELLE—(Stevens '51) M. Good addition to the dark class.....**\$2.00**

BLACK CASTLE—(Schreiner '53) M. Black rich orange beard.....**\$5.00**

BLACK HILLS—(O. Fay '51) M. Smooth, tall, well branched black-purple. H. M. '51, A. M. '54.....**\$3.50**

BLACK FOREST—(Schreiner '45) M. Very dark, almost black. A. M. '48.....**\$0.65**

BLACK TAFFETA—(G. Songer '54). Black-purple self, including beard and very ruffled. A very good advance in the dark class. H. M. '55.....**Net \$10.00**

BLIZZARD—(Knowlton '49) E. Fine ruffled white. H. M. '49.....**\$0.85**

BLUE CLIF—(Hamblen '56) M. L. Campanula violet self with a silvery lobelia blue area near the hafts.....**\$10.00**

BLUE HAWAII—(Schreiner '54) E. M. The pedigree, alone, would be enough to recommend this fine new blue.....**\$3.00**

- BLUE PARAKEET**—(Waters '50) M. L. Unusually blue with olive-ocher on hafts. H. M. '53\$2.50
- BLUE RHYTHM**—(Whiting '45) M. Cornflower blue. Dykes Medal '50.....\$0.50
- BLUE SAPPHIRE**—(Schreiner '53) E. M. Heavily substanted light silvery-blue with infusions of emerald-blue. H. M. '54, A. M. '56.....\$3.50
- BLUMOHR**—(W. Marx '49) E. M. Beautifully formed, heavy substanted blue. H. M. '49, A. M. '52.....\$2.00
- BOLD CONTRAST**—(J. Linse '54) M. L. Stunning, smooth, gold and red variegata. H. M. '55.....Net \$12.50
- BURGUNDY SPLASH**—(Craig '49) M. Standards subdued burgundy, falls yellow with one inch stippled border.....\$1.50
- BROWN THRASHER**—(Kirkland '41) M. Glistening two-toned brown.....\$0.50
- BRIGHT SONG**—(Schroeder '49) E. Orchid pink with tangerine beard. H. M. '50\$1.50
- CAHOKIA**—(Faught '48) M. Very light blue with greenish midrib.....\$1.00
- CARABELLA**—(DeForest '49) E. M. Large light salmon-pink. H. M. '49.....\$0.65
- CAROLINE JANE**—(DeForest '51) M. Very large, wide ruffled blue and white plicata. H. M. '51.....\$5.00
- CASA MORENA**—(DeForest '43) M. Lovely burnt sienna and chestnut. A. M. '46\$0.50
- CASCADE SPLENDOR**—(Kleinsorge '45) M. L. Ruffled pinkish-apricot blend. A. M. '47\$0.65
- CASCADIAN**—(J. Linse '52) E. M. Very wide ruffled white with greenish cast through center of falls. H. M. '55.....\$3.00
- CASINO**—(G. Plough '55) E. M. Self of rosy-mulberry with mohr veining. H. M. '56\$10.00
- CASTLE ROCK**—(Loomis '52) M. Large blue and white plicata. H. M. '54.....\$3.00
- CATHEDRAL BELLS**—(M. D. Wallace '53). Tall, wide light pink with serrated edges. H. M. '53, A. M. '56.....\$4.00
- CHAMOIS**—(Kleinsorge '44) M. Stunning light golden-tan. A. M. '48.....\$0.75
- CHANTILLY**—(D. Hall '45) M. L. Very heavily ruffled orchard-pink blend. A. M. '47\$0.65
- CHAR-MAIZE**—(D. Lyon '49) M. Rich yellow with strong undertones of chartreuse. A. M. '52.....\$1.50
- CHEEK OF TAN**—(Craig '50) M. Large mallow pink blend.....\$0.65
- CHERIE**—(D. Hall '47) E. M. Flaring light pink, A. M. '49. Dykes Medal '51.....\$1.00
- CHIVALRY**—(J. Wills '44) M. L. Ruffled medium blue. Dykes Medal '47.....\$0.65
- CINNAMON TOAST**—(H. Sass '53) M. Big and bold yellow, plicata sanded, red-brown. H. M. '53.....\$10.00
- CLIFF OF DOVER**—(O. Fay '53) M. Superb heavy-substanted white. H. M. '53\$3.00
- CLOTH OF GOLD**—(Whiting '45) M. Tall rich yellow. A. M. '50.....\$0.40
- CLOUD CAP**—(DeForest '50) M. Everyone is talking about this huge light pink. H. M. '51, A. M. '53.....\$2.00
- CLOUD CASTLE**—(Graves '44) M. Huge light lavender-blue. A. M. '49.....\$0.40
- CONCORD VELVET**—(Crosby '52) M. About the largest of the deep purples. H. M. '52\$1.00
- CONFETTI**—(Schreiner '49) M. White plicata with rosy-violet markings. H. M. '50\$0.50
- CONSTANT COMMENT**—(D. Hall '54) M. Apricot pink self with a heavy red-orange beard. H. M. '56.....\$5.00
- COPPER MEDALLION**—(Schreiner '51) M. Large coppery, penny-bright flower. H. M. '53\$2.00

CORDOVAN—(Kleinsorge '46) M. Copery-brown of unusual finish. H. M. '47, A. M. '51.....**\$0.65**

COTTON CANDY—H. Sass '53) M. L. Light shell pink with pink beard.....**\$2.00**

CRISPETTE—(Schreiner '54) M. L. Very wide, ruffled pearly-orchid blend. H. M. '55**\$7.50**

DANUBE WAVE—(Schreiner '47) E. M. Large, full, ruffled Marine-blue. H. M. '48, A. M. '51.....**\$0.65**

DARK BOATMAN—(P. Cook '54) M. L. Much sought after dark beauty. Standards are deep violet and falls are black with violet tinge. H. M. '54, A. M. '56**\$15.00**

DARK CHOCOLATE—(G. Murray '54) E. M. A large dark chocolate brown self. Petals are wide. Form is flaring. H. M. '54**\$9.00**

DARK MOOD—(Buss '52) M. Very rich and very dark wine self with brown beard**\$1.00**

DARLENE WATERS—(J. Linse '56) E. This is a beautifully finished flower of light blue-violet, with darker violet signal of lines raying out into the falls, which are near horizontal. The beard is lemon, blue tipped.....**\$15.00**

DEEP BUTTERCUP—(Muhlestein '48) E. M. Smooth bright yellow. Buds like wax. H. C. '47.....**\$0.65**

DEEP MAROON—(Muhlestein '52). A very deep maroon color with standards lighter then falls**\$4.00**

DAMASCUS BLADE—(C. G. White '53). A really distinct and different blend or steel-gray and mauve pink.....**\$3.00**

DESERT TWILIGHT—(Miess '52) E. M. Unusual enamel-finished blend. H. M. '52**\$3.50**

DOWAGER QUEEN—(Craig '50) M. Very large red purple.....**\$1.00**

EASTER BONNET — (Maxwell-Norton '44) M. Rodenite pink edged gold. H. M. '46**\$0.50**

EASTMONT—(G. Plough '56) E. M. L. Intense violet with brilliant coloring. The flowers are large and ruffled.....**\$10.00**

EBONY ECHO—(Tompkins '48) M. Deep carmine with black-red overlay. H. M. '49, A. M. '53.....**\$1.50**

EBONY ISLE—(DeForest '49) M. Black-red of rare and unusual finish. H. M. '50**\$1.00**

ELMOHR—(Loomis '42) M. Huge Mulberry purple. Dykes Medal '45.....**\$0.50**

EL PASO—(Kleinsorge '49) M. Lively golden-brown. Rich blood! H. M. '50**\$0.65**

ENCHANTRESS—(D. Hall '54) E. M. Almost pure white with apricot-pink shadings at the half.....**\$3.00**

ENVOY—(DeForest '49) M. Near black, standards glow with red tones.....**\$1.50**

EVA SLOAN—(E. Faught '53) M. Beautiful cream and white of lovely form and substance**Net \$10.00**

EVENSONG—(Frazee '50) M. Mignon and patriarch purple. Nothing quite like it. H. M. '50.....**\$1.50**

EXTRAVAGANZA —(G. Douglas '41) L. Cream standards, red-purple falls. A. M. '47**\$0.75**

FABULOUS KATE—(Muhlestein '50) M. Very large medium yellow with delightful form. H. M. '52.....**\$1.00**

FAIRY FOAM—(Mitchell '48). White ground plicata with lot of green in its make-up. H. M. '48.....**\$0.75**

FALSTAFF—(Becherer '56) 40" L. Flowers very large, smooth golden yellow standards and falls of deep orange yellow. No half markings and blooms. Very late. **Net \$10.00**

FANCY WORK—(Craig '51) E. M. Mohr-type flower and veining. Burgundy over lighter ground.....**\$3.00**

FANTASY—(D. Hall '47) M. Lovely orchid with tangerine beard. A. M. '49**\$1.50**

FAR HILLS—(J. E. Wills '49) M. Deep orchid-pink, smooth and full.....**\$0.65**

FIRECRACKER—(D. Hall '43) M. Very bright yellow and red plicata. H. M. '43**\$0.50**

FIRE DANCE—(O. Fay '47) M. Lovely, heavily marked red plicata.....**\$0.75**

FIRST VIOLET—(DeForest '52) M. Mangane violet with blue undertones. Grand. H. M. '53, A. M. '55..**Net \$9.00**

FLAMINGO BAY—(Muhlestein '53) E. M. Deeper more distinct pink.....**\$8.00**

FLORADORA—(D. Hall '47). A medium toned flamingo-pink, and good form with Geranium-red beard**\$0.65**

FOX FIRE—(Fox '53) M. L. Very rich yellow with light area below beard in falls. H. M. '53.....**\$4.00**

FRANCES CRAIG—(Craig '52) M. Perfection in a huge greyed lavender. H. C. '51, H. M. '53, A. M. '55.....**\$3.50**

FRANCES KENT—(DeForest '51) 8. Light apricot, cream and chartreuse. Deep tangerine beard. H. M. '52, A. M. '54**\$2.50**

FUTURAMIC—(G. Plough '56) M. The falls are chrome yellow shading to rose bengal at tip. The standards are a lighter tint of rose bengal shading to chrome**\$10.00**

GALA FINALE—(DeForest '50) E. M. Yellow heavily overlaid Indian red, and appears from a distance to be red. H. C. '49**\$1.00**

GARDEN GLORY—(Whiting '43) M. L. Red-Purple, smooth and glorious. A. M. '47**\$0.65**

GAY HEAD—(Knowlton '54) M. Lively and striking variegata blessed with quality. H. M. '54.....**\$12.00**

GAY BORDER—(DeForest '49) E. M. White plicata evenly bordered maroon. H. M. '49**\$0.65**

GAY LAVINA—(Schreiner '54) M. L. A pure glowing white with a rich tangerine red beard. H. M. '56..**Net \$5.00**

GAY PAREE—(G. Plough '56) E. M. This is the gay, colorful, carnival affair that you've been waiting for. The flower is a snowy white self. There is an overlay of chartreuse green and gold on the upper part of the falls, and a heavy Geranium-red beard gives the finishing touch. Fertile both ways. H. M. '56**\$20.00**

GAYLORD—(G. Douglas '50) L. Large new amoena in heavy demand. H. M. '49**\$4.00**

GOLDBEATER—(Kleinsorge '40) M. Richest yellow. H. M. '45, A. M. '51.....**\$0.50**

GOLDEN CROWN—(Kleinsorge '54) M. New, very large and wide variegata. Standards are old gold and falls are rich brownish-maroon**\$7.00**

GOLDEN RUFFLES—(C. Taylor '46) M. Smooth, wide and showy yellow. A. M. '49**\$0.50**

GOLDEN RUSSET—(D. Hall '46) M. Gigantic russet that will simply "stun" visitors when well grown. H. M. '47..**\$0.75**

GOLD SOVEREIGN—(Whiting '49) M. Simply stunning is this richest orange-yellow. H. M. '50, A. M. '53.....**\$0.75**

GRAND CANYON—(Kleinsorge '41) M. Rich plum and copper blend. A. M. '44**\$0.40**

GREENGLOW—(Muhlestein '49) E. M. Very large, full greenish-chartreuse white. H. C. '48**\$0.50**

GREEN PASTURES—(Heller '47) E. M. Yellow-chartreuse self. H. M. '47.....**\$0.65**

GYPSY BARON—(Shreiner '42). Heavily marked plicata-mulberry purple on silvery white**\$0.40**

GYPSY CLASSIC—(DeForest '51) M. Stunning new brown. H. M. '52.....**\$1.25**

HAPPY BIRTHDAY—(D. Hall '52) E. M. Large, bright, full pink. H. M. '52, A. M. '54**\$2.00**

HARBOR BLUE—(Schreiner '54) M. A medium blue with lots of quality. H. M. '55**\$6.00**

HEATHER ROSE—(D. Hall '50) M. The name describes the color—a large flower of quality. H. M. '51.....**\$0.75**

HELEN COLLINGWOOD—(K. Smith '49) M. Beautiful, superb, neglecta. Almost an amoena. H. M. '50, A. M. '52.....**\$2.00**

HELEN LOUISE—(Lapham '52) M. Deep salmon-pink, red-tangerine beard. H. C. '51\$1.50

HELEN McGREGOR—(Graves '46) E. M. Superb light blue. Does fade in hot sun, but if planted in partial shade is magnificent. Dykes Medal '49.....\$0.65

HI TIME—(D. Hall '50) M. Lovely golden apricot self. One of Hall's best. H. M. '50\$0.65

HIT PARADE—(D. Hall '47) E. M. Large pink with deep tangerine beard....\$0.65

HONOR BRIGHT—(DeForest '51) M. Crome yellow ground plicata with center flush of orange. H. M. '51.....\$1.75

INCA CHIEF—(G. Mitch '52) M. L. Ruffled burnished bronze. H. M. '52, A. M. '54\$4.00

IVORY PEDAL—(H. Sass '52) M. L. Smooth ivory\$1.50

IVORY SUPREME—(C. Carpenter '53). Quality large cream. H. M. '53.....\$7.50

JOAN CRAWFORD—(Benson '54) M. Big silver-blue self with white-tipped beard. Falls flaring and attractively rippled. H. M. '56\$18.00

JOSEPH'S MANTLE—(Craig '49) M. Stunning brushed plicata, and a dependable rebloomer\$2.50

JUNE BRIDE—(D. Hall '52) M. Flaring deep apricot-pink of large size. H. M. '52\$3.50

KING'S JESTER—(Stevens '48) M. At first glance this unusual plicata suggests oncocyclius blood\$0.75

LADY ALBRIGHT—(Muhlestein '50) M. L. Standards "Dianthus" (Copper) Falls Amaranth (Rosy deep lavender) edged color of standards. H. M. '50.....\$2.50

LADY BOSCAWEN—(Graves '46) E. M. Large white of quality. A. M. '48.\$0.50

LADY MOHR—(Salbach '44) E. M. Oyster and chartreuse. A. M. '46.....\$0.50

LAVENESQUE—(Schreiner '53) M. Very beautifully smooth lavender. H. M. '55\$4.00

LEADING LADY—(Lyll '50) E. M. Yellow standards, white falls edged yellow, H. M. '50, A. M. '54.....\$1.00

LILAC LANE—(Whiting '48) M. Splendid light colored lilac self. H. M. '48, A. M. '51\$0.65

LIMELIGHT—(D. Hall '52) M. Somewhat ruffled and serrated light yellow with greenish hints near white on falls. H. M. '52, A. M. '54.....\$2.50

LOTHARIO—(Schreiner '42) M. Beautiful, large neglecta, rich. H. M. '45.....\$0.75

LOVE STORY—(Mrs. J. A. Sapp '50) M. Perky, flaring flamingo pink, tall, well branched. H. M. '50.....\$1.25

LYNN LANGFORD—(D. Hall '46) M. Smooth orchid with gold pouring on hafts. A. M. '50.....\$0.65

MADAM MOHR—(Becherer '51) M. Lovely, smooth powder-blue with ongo form. The only Morera seedling we have seen. A wide flower of quality, we know you will like.....\$1.50

MAJORETTE—(Miess '53) M. L. Unusual red-violet bicolor with lighter area around beard. H. M. '54.....\$7.50

MARY RANDALL—(O. Fay '51) M. Deep Orchid or "Bengal rose" with tangerine beard. A true beauty. H. M. '51, A. M. '53, Dykes Medal '54.....Net \$6.00

MASKED BALL—(W. Buss '49) M. White plicata. Standards so heavily marked it appears to be a reverse amoena. H. M. '52\$0.75

MATTIE GATES—(Sass Bros. '46) M. A beauty done in very bright lemon and white spangling. A. M. '50.....\$0.65

MAYTIME—(Whiting '50) M. L. Large Bl-orchid-pink amoena. H. M. '50, A. M. '53\$2.00

MELODY LANE—(D. Hall '49) E. M. Large golden apricot. H. M. '50, A. M. '52\$1.00

- MEMPHIS BELLE**—(J. Pierce '52) M. An orchid-pink with considerable garden value. H. M. '52.....\$4.00
- MINNIE COLQUITT**—(H. Sass '42) M. Rich purple trimmed plicata. A. M. '45.....\$0.50
- MISSION GLORY**—(M. Hamblen '54) M. Rich, flaring, reddish-brown.....\$5.00
- MISSION MELODY**—(M. Hamblen '55) E. M. A rosy orchid-pink self of excellent form and substance. The blossoms are large with flaring and ruffled falls, nicely placed on tall, well-branched stalks\$4.00
- MISSION STARLITE**—(Hamblen '56) M. L. A charmer in silvery-French-blue. H. M. '56. **Net**.....\$15.00
- MOHR VELVET**—(Muhlestein '52) M. L. Very large flower, smooth medium yellow\$1.50
- MONTAWESE**—(Becherer '55) M. 42". This Iris is a color a little darker than Sylvia Murry, and lighter than Danube Wave. Withstands all types of weather and a very good increaser. **Net**.....\$2.00
- MORNING MELODY**—(Becherer '48) Soft, smooth, orchid-lavender. White beard. Scented\$0.65
- MRS. DOUGLAS PATTISON**—(Craig '50) M. Lovely cornflower blue self of beautiful form. H. M. '51.....\$1.00
- NATIVE DANCE**—(O. Fay '54) M. Light peach-pink of lovely form. 12 flowers to the stalk. H. M. '55.....\$10.00
- NEW HORIZON**—(O. Fay '46) E. M. Bi-peach-pink with tangerine beard. H. M. '47\$0.65
- NEW HOPE**—(DeForest '50) E. M. New plicata, heavily bordered medium violet blue. H. M. '51.....\$0.75
- NEW SNOW**—(O. Fay '46) E. M. Wide ruffled white. A. M. '48.....\$0.65
- NIGHT PATROL**—(Benson '54) M. Deep violet-blue with matching beard. H. M. '55\$8.00
- NIGHT SPOT**—(Muhlestein '49) M. L. Tall, well branched, bi-black-purple.....\$0.85
- OLA KALA**—(J. Sass '43) M. Tall brilliant yellow. Long a top favorite. Dykes Medal '48\$0.50
- ORANGE GEM**—(McKee '48) M. Very large deep orange-yellow. H. M. '49\$0.50
- ORANGEMAN**—(Waters '46) M. Large deep orange-yellow. H. M. '47.....\$0.40
- ORCHID MIST**—(Sass '50) M. Rich orchid self with a fiery red beard.....\$0.65
- ORCHID RUFFLES**—(Schreiner '54) E. M. Delicate orchid color and a charming laced edge. H. M. '56.....\$5.00
- ORELIO**—(DeForest '47) M. Large red, very showy. H. M. '49.....\$0.65
- ORIENTAL GLORY**—(Salbach '50) M. Stunning, rich red blend. H. M. '52.....\$1.50
- OVERTURE**—(Hall '44). One of the first flamingo pinks\$0.50
- OZIE WATERS**—(Linse '56) E. Here is something entirely different in this line of Hybrids, for this big fellow is a deep rose-red self with brownish suffusion at the haft, old gold beard and prominent black signal patch.....**Net \$25.00**
- PACEMAKER**—(Lapham '50) M. Large, tall, wide and full bodied red that is quite impressive. H. M. '50.....\$1.00
- PAGAN PRINCESS**—(G. Douglas '48) E. M. Purple with strong pinkish undertones. Tangerine beard. H. M. '48.....\$0.65
- PALOMINO**—(D. Hall '52) M. Creamy-white ground, borders of petals edged buff-pink, tangerine beard. Different. H. M. '52, A. M. '54.....\$3.50
- PARADISE PINK**—(Lapham '50) M. L. Large, very wide pink that holds its color well. H. C. '49, H. M. '50, A. M. '52\$1.00
- PARTY DRESS**—(Muhlestein '51) M. L. Charm, personality and quality all wrapped up in one ruffled pink. H. C. '50, H. M. '51, A. M. '54.....\$1.00
- PEG DABAGH**—(Craig '48) E. M. Large clear blue-violet. Won the gold cup at Hollywood Iris Show '49. H. M. '48\$0.65
- PHLOX PINK**—(Linse '56) E. A great favorite with the ladies! Another new color, for according to the color chart it is Phlox pink with falls shading to orchid, and adorned by a slight violet signal patch and golden yellow beard\$15.00

PHOEBUS APPOLA—(C. G. White '54) E. M. Bright yellow of commanding form and substance. H. M. '55.....**\$2.00**

PINK ACCENT—(Pattison '53) M. Large, full flower. Standards blended pink, falls white, lined pink.....**\$3.50**

PINK CAMEO—(O. Fay '46) M. Lovely tailored pink. Tangerine beard. A. M. '48**\$0.65**

PINK FORMAL—(Muhlestein '49) E. M. L. Very large, wide deep pink on the salmon side with a deep red-tangerine beard. H. C. '47, H. M. '49, A. M. '51**\$1.00**

PINK SAILS—(H. Sass '50) E. M. A real pink beard for breeding.....**\$1.25**

PINK SALMON—(Muhlestein '48). E. M. Showy salmon-pink. Tangerine beard**\$0.75**

PINK SENSATION—(D. Hall '48) M. Splendid deep pink with a lot of quality. H. M. '50, A. M. '52.....**\$1.00**

PINK SUPREME—(Lauck's '52) M. Large pink with deep tangerine beard....**\$1.00**

PINK TOWER—(Muhlestein '48) E. M. Very large, light pink.....**\$0.75**

PINNACLE —(Stevens '49) E. M. Clean contrast in a yellow amoena. H. M. '49, A. M. '51.....**\$1.00**

PORT WINE—(Sass Bros. '50) M. L. White plicata with very heavy border of purple. H. M. '50, A. M. '53.....**\$2.00**

PREMIER PEACH—(D. Hall '46) M. L. Lovely salmon-pink. H. M. '46.....**\$0.65**

PRETENDER—(P. Cook's '51) M. Yellow standards, blue falls. A new race of "Variegatas." Outstanding. H. M. '52, A. M. '55.....**\$4.00**

PRETTY QUADROON—(Kleinsorge '49) M. Smooth, wide and full metallic copper-brown. A. M. '50.....**\$2.00**

PROSPECTOR—(Kleinsorge '50) M. Lovely flaring yellow with light area in falls. H. M. '51, A. M. '53.....**\$1.00**

PURISSAMOHR—(E. Weidner '52) M. L. A white mohr hybrid. H. M. '52.....**\$3.00**

PURPLE FLASH—(Lyll '51) M. Deepest red purple**\$1.00**

RAINBOW ROOM—(J. Sass '46) M. L. Anthony, yellow standards, falls a smooth blending of many colors. H. C. '45, H. M. '47, A. M. '51.....**\$0.85**

RANGER—(Kleinsorge '43) M. L. Splendid smooth red.....**\$0.65**

RASPBERRY RIBBON—(Schreiner '51) M. L. Charming is this bright white plicata marked with raspberry-purple leaving a large white area in the falls. H. C. '50, H. M. '51, A. M. '55.....**\$2.50**

RED MAJESTY—(Douglas '46) M. A very massive wine red with yellow throat. H. M. '48.....**\$0.65**

ROCKET—(Whiting '45) M. Brilliant orange-yellow bi-color, falls deeper, flushed orange-tan. A. M. '47.....**\$0.50**

RODEO—(DeForest '47) M. Extremely large yellow plicata. H. M. '49.....**\$0.65**

ROSE GLOW—(Muhlestein '51) M. Flaring rose-red**\$0.85**

ROYAL WELCOME—(Becherer '53) M. 40". Identical in every way to Snow Goddess. Only Royal Welcome has a distinct blue flush. **Net**.....**\$3.00**

RUFFLED APACHE—(Wallace '54) M. L. Red bi-tone with haft marking and blaze down falls done up in a heavy laced edge. H. M. '54.....**\$7.50**

RUFFLED BOUQUET—(C. Rees '47) E. M. Lovely bi-color cream, standards slightly deeper. H. M. '52**\$1.00**

RUFFLED GEM—(Muhlestein '51) M. Ruffled tan blend. Quite different.....**\$1.00**

RUFFLED SNOW—(Hamblen '56) E. M. L. Large, flaring, very wide, and ruffled, warm white with light sap-green and white-tipped lemon beard.....**\$4.00**

RUFFLED STARLITE—(Hamblen '56) M. L. A large wide flower done in French-blue**\$7.50**

RUFFLED TAFFETA —(Meiss '54) E. M. Very light red-violet self. Wide and full and very smooth. H. M. '55.....**\$10.00**

RUSSET WINGS—(Wills '46) M. Glowing gold, copper and apricot blended in a large flower. H. M. '46, A. M. '52.....**\$0.75**

RUTH—(Innes '50) M. Smooth rich yellow the size of gold ruffles with its deep ruffling. H. M. '51.....**\$0.65**

SABLE NIGHT—(P. Cook '52) M. Very dark black-purple with reddish undertone. H. C. '50, H. M. '52, A. M. '54, Dykes Medal '55.....**Net \$12.50**

SALMON SHELL—(Muhlestein '50) M. L. Large salmon-pink self, even to the beard**\$1.00**

SAN ANTONE—(Kleinsorge '47) M. Deep, glowing sand brown. H. M. '49.....**\$0.65**

SARAH GOODLOE—(G. Douglas '49) M. L. Deep maroon self. H. M. '49.....**\$2.00**

SAVAGE—(Craig '49) M. Bronze-red suffused and blazed magenta. H. M. '51.....**\$2.00**

SCENIC—(Plough '56) M. This is a self color or mineral violet with upper part of falls barium yellow. There is a gold dust glitter over the entire flower.**\$5.00**

SILVER CHALICE—(Hamblen '56) E. M. L. Wilson color chart identifies the color as gentian blue (42½) shading to silvery white at the hafts. Broad ruffled petals, finish like crisp taffeta. H. C. '55.....**\$7.50**

SKY ABOVE—(P. Cook '52) M. Said to be one of the bluest. H. M. '53.....**\$2.00**

SKY RANGE—(D. Hall '48) M. Very tall, large, blue. Looks to have snow flurry blood. H. M. '49, A. M. '52.....**\$0.65**

SNOW FLURRY—(C. Rees '39) E. M. Lovely white with a faint blue cast. A. M. '41**\$0.40**

SNOW GODDESS—(Becherer '55) E. M. Beautifully formed, wide, ruffled white with yellow beard. A grand, quality Iris. H. M. '56.....**\$12.00**

SOLID GOLD—(Kleinsorge '51) M. Large, deep, rich yellow that is very impressive. H. M. '51, A. M. '53.....**\$3.50**

SOLID MAHOGANY—(J. Sass '44) M. Deep, rich, glowing mahogany that cannot be overlooked in the garden. A. M. '47.....**\$0.65**

SONG OF SONGS—(Crosby '50) E. M. L. Light yellow standards, white falls, edged color of standards. Petals, standards are laced and ruffled. H. M. '50.....**\$0.75**

SPELLBOUND—(Linse '51) M. Beautifully formed red with golden overlay. Outstanding. H. M. '52.....**\$2.50**

SPINDRIFT—(Loomis '44) E. M. Deep coral-pink with tangerine beard. H. M. '45.....**\$0.40**

SPORTING NEWS—(Becherer '53) M. 36". A very blue black self, good form with wonderful lustrous sheen. This Iris you will note was used in the breeding of this year's introductions. **Net.....\$5.00**

SPOTLIGHT — (Schreiner '52) M. Deep golden yellow with deeper beard...**\$3.00**

SPRING MELODY—(Meiss '54) M. L. Brilliant deep yellow self, well branched. H. M. '55.....**\$10.00**

SPRING ROMANCE—(E. Miess '49) E. M. Waxy cream-white. Very heavy orange beard. H. M. '50.....**\$1.50**

STARLIFT — (Benson '54) M. A smooth, tall, ruffled blue beauty. This is certainly a great addition to the corn flower-blue class. H. M. '56.....**\$10.00**

STAR SHINE—(J. Wills '49) M. L. Deep cream standards, falls white with faint blue in center and edged color of standards. H. M. '49, A. M. '51...**\$0.75**

STATEN ISLAND—(K. Smith '47) M. Tops in variegatas. H. M. '48, A. M. '51.....**\$1.00**

STORM WARNING — (Schreiner '53) M. Large, imposing "black" from the blue-side. H. M. '54.....**\$3.50**

SUMMIT—(Stevens '51) M. White standards, deep yellow falls.....**\$1.25**

SUNSET BLAZE — (Kleinsorge '48) E. M. Deep red-flame-salmon. Simply stunning. H. M. '49, A. M. '51.....**\$0.85**

TAPAWINGO—(Becherer '55) M. L. 42". Amoena white standards flushed lavender. Falls very wide semi-flaring lavender pink. If you remember At Dawning then you have seen Tapawingo, only very much improved. **Net.....\$7.00**

TEMPLE BELLS—(D. Hall '52) M. Deep apricot-yellow of good form and size. H. M. '53, A. M. '54.....**\$4.50**

THE CITADEL—(Graves-Watkins '54) M. Classic white self receiving none but the highest praise. H. M. '54.....**\$10.00**

THE MAD HATTER—(Lyon '51) M. Deep Rich Mahogany red. Large and tall. H. M. '51.....**\$1.50**

THOTMES III—(Kleinsorge '50) M. Golden-Tan with bronze beard. H. M. '51, A. M. '53.....**\$2.50**

THREE OAKS—(Whiting '43) M. L. Striking brilliant rich coppery pink blend with blue flush in falls. A. M. '49.....**\$0.50**

TOURNAMENT QUEEN—(Milliken '46) E. M. Looks for all the world like a flaring inspiration.....**\$0.65**

TRAIL BLAZER—(Milliken '51) M. Large red-mulberry-purple.....**\$2.00**

TRANQUILITY—(O. Fay '50) M. Superb milk-white with white beard. H. M. '50 A. M. '53.....**\$1.25**

TRULY FAIR—(Plough '56) E. M. L. Bright medium pink with an intense red-tangerine beard. The petals are wide and full and have a long lasting quality. H. M. '56.....**\$20.00**

TRULY YOURS—(O. Fay '49) M. Huge, unusual yellow and white combination with heavy ruffling. H. M. '49, A. M. '51. Dykes Medal '53.....**\$6.00**

TWILIGHT SKY—(O. Fay '48) E. M. Clean dependable pink with tangerine beard. H. M. '50.....**\$0.65**

VANITY FAIR—(D. Hall '51) M. L. Clean medium pink with deep red beard. H. M. '52.....**\$3.00**

VIOLET HARMONY—(E. Lowry '52) M. Gorgeous wide violet. H. M. '52, A. M. '54.....**\$4.00**

WEATHER BIRD—(Muhlestein '53) E. M. Cream-ground plicata. Standards flushed lavender, falls neatly bordered lavender-tan.....**\$0.65**

WHITE PEACOCK—(Pattison '52) M. Lovely new white with distinction. Large ruffled flowers. H. M. '52, A. M. '55.....**\$3.50**

WHITE RUFFLES—(C. Taylor '47) E. M. L. Wide ruffled white with gold at hafts. H. M. '47.....**\$0.50**

WIDE WORLD—(P. Cook '53) M. Blue standards and white falls. H. M. '54.....**\$15.00**

WITCH DOCTOR—(Plough '55) E. M. L. Very large onco of grayed, blue-lavender with a buffy-tan haft and heart. Very large flower. H. M. '56.....**\$12.50**

YESTERYEAR—(Dr. Branch '56). Embodying the "new look" in Iris, is as flaring as the costume of a ballet dancer. Its color is between nude and champagne, well branched with extreme ruffling. Flowers last 3-4 days in either sun or rain. H. M. '56.....**Net \$15.00**

ZANTHA—(O. Fay '47) E. M. Simply huge, clear, brilliant yellow. H. M. '47.....**\$1.00**

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1. The first step in the process of creating a new product is to identify a market need. This involves conducting extensive research to understand what consumers want and how they behave. Once a need is identified, the next step is to develop a concept that addresses this need. This stage often involves brainstorming sessions and the creation of initial sketches or prototypes. The third step is to conduct a feasibility study, which assesses whether the idea is viable from both a technical and financial perspective. This includes estimating costs, identifying potential risks, and determining if there are enough resources to bring the product to market. Finally, the fourth step is to create a detailed business plan. This document outlines the company's goals, strategies, and financial projections, serving as a roadmap for the entire project.

2. 5.

3. 6.

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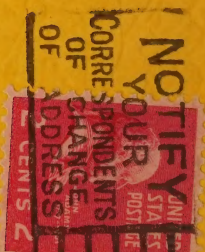
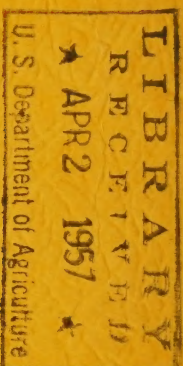
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